COLT STERK

Branding & Style Guide

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This document will act as the foundation of all branding and design used across both social media and physical formats.

Colour Palette

#44708B	#75A7C6	#94AB97	#D0C6B4
#C1BFB2	#947F7E	#7F7069	#574E4C

Fonts

COLT STERK

Kiano

Grandpa's Truck

Inria Serif

Inspiration

Nature & Colour Grading

Colt's branding uses some country tropes, with references to nature and sepia-toned colouring. By slightly desaturating images and restoring colour using Colt's muted colour palette, we can achieve this rustic but modern look.
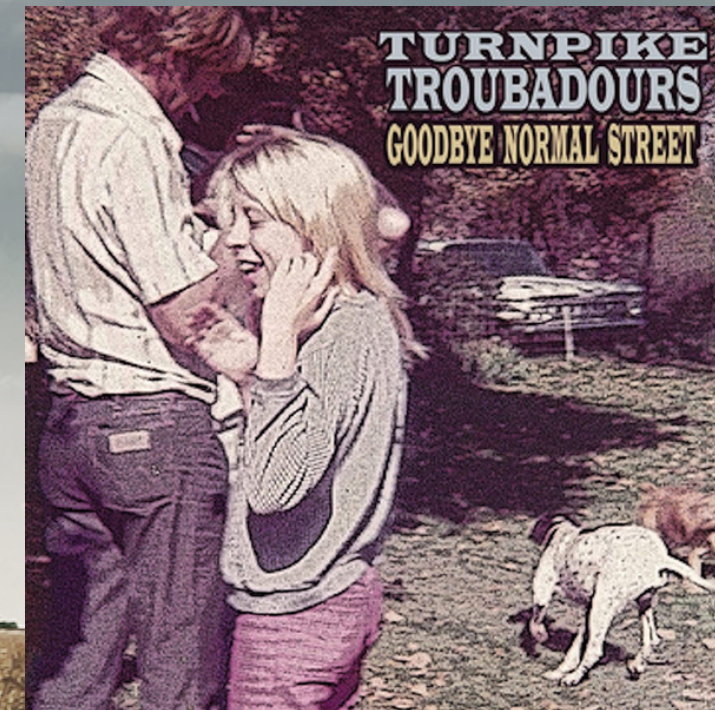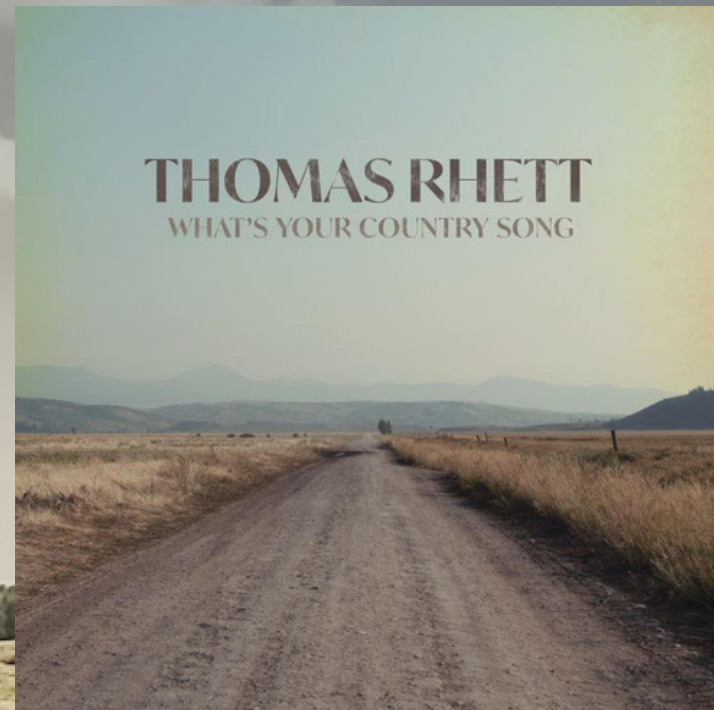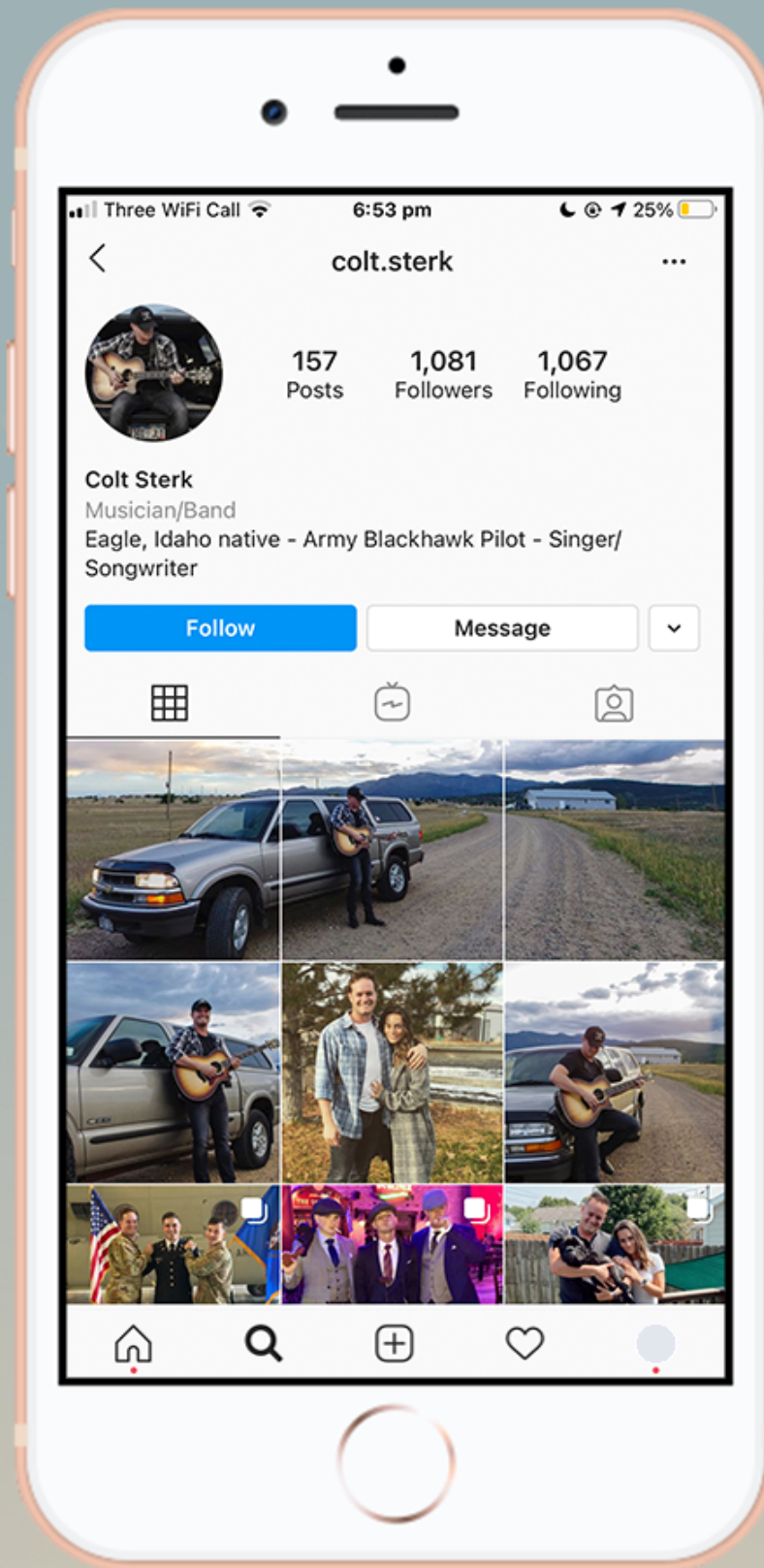
Photo Editing

Before

After

See The Difference
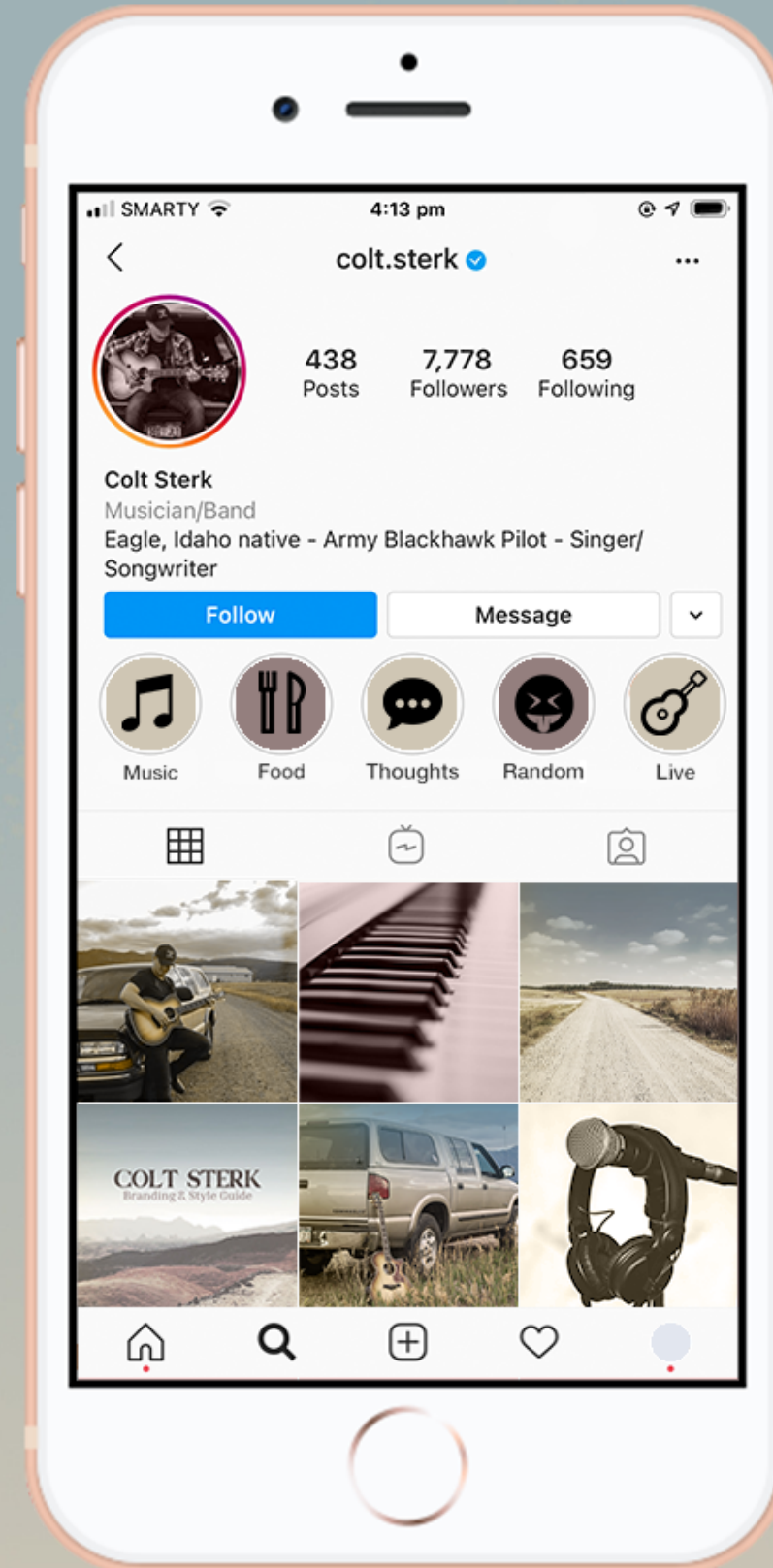
Before

After

- **Cohesive Branding** - leading to an improved user experience and brand recognition.

- **Highlights** - used to to organise content by topic and interest.

- **Neater Bio** - drawing users in with a clear description.

Ask us today about our social media management packages.

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RECORDING
STUDIO